



REDMOND *Lights*

Celebrating
Winter
Traditions

SATURDAY, DEC 6 4-8PM

WWW.REDMONDLIGHTS.COM



Redmond Lights is a celebration of the city's traditions, cultures, and faiths. This winter festival honors holiday spirit through public gatherings, and symbolic holiday decorations that reflect on Redmond's diversity. The City will sparkle with lights, decorations, music, food, storytelling and more. Individuals and groups share their traditions and festivities, marking customs and beliefs from around the world.

W H E N

- Saturday, December 6
- 4–8 pm

W H E R E

- Redmond City Hall Campus
- Sammamish River Walk / Redmond Central Connector
- Redmond Town Center

E V E N T F A C T S

- Thousands of luminaries light the Sammamish River Walk/Redmond Central Connector
- Redmond Lights collector blinkers available to the first 10,000 attendees
- Redmond Lights serves five major Redmond-based communities including non-profits, corporations, small businesses, faith-based organizations and schools

F R E E A C T I V I T I E S

- Luminary Walk
- Kids Activities
- Holiday Craft Market
- Tree Lighting
- Light Displays
- Refreshments
- Cultural & Holiday Entertainment
- Skating Rink
- Carousel

W H O A T T E N D S

Over 10,000 Eastside Families

E V E N T P R O M O T I O N

ITEM	DISTRIBUTION
Posters	Over 200 city buildings & businesses
Radio - WARM 106.9	Two week on-air and online promotional schedule
Magazines	425 Magazine / Redmond Focus Magazine
Movie Theater Advertising	Four week promotional schedule
Newsprint Ads	Seven Redmond Reporter & surrounding Eastside papers
Redmond Rec Guide Ads	One in the fall and winter guides
Utility Bill Stuffer	Circulation 17,000 households
Press Releases	Two to local newsprint, magazine, broadcast outlets
Website	Over 4,000 unique visitors monthly
Online	Seattle Times, 425 Magazine, Seattle Weekly

SPONSORSHIP OPPORTUNITIES

Redmond Lights offers companies the opportunity to directly speak to over 10,000 Eastside families, increase brand recognition and align themselves with this community event through sponsorship.

PRESENTING SPONSOR

OFFICIAL ENTITLEMENT

Sponsor will receive category recognition as the "Presenting Sponsor" of Redmond Lights. Only one sponsor will be confirmed in this category.

LOGO PLACEMENT

- Event Poster
Sponsor name and logo on Redmond Lights posters displayed in retail outlets, eateries, city buildings and businesses
- Website
Sponsor will be recognized on the Redmond Lights website: www.RedmondLights.com. Sponsor logo and hyperlink will have prominent placement on the event page
- Advertising
 - Sponsor name & logo inclusion in a minimum of seven (7) ads in Redmond Reporter and other papers
 - Movie theater advertising
 - One-hundred (100) :30 promotional spots on WARM 106.9

NAME PLACEMENT

- Public Relations Campaign
Sponsor will be recognized in a minimum of two (2) press releases highlighting Redmond Lights

ONSITE EXPOSURE

- Signage
Sponsor will receive two (2) 3'x10' banners prominently placed at the event
- Booth Space
Sponsor will receive booth space at Redmond Lights for interacting with the public, promoting and displaying products
- Announcements
Sponsor will be recognized in live announcements made at City Hall Campus and at the main entertainment stage at Redmond Town Center

INVESTMENT

\$10,000



PARTICIPATING SPONSOR

OFFICIAL ENTITLEMENT

Sponsor will receive category exclusivity as a participating sponsor of Redmond Lights. Four (4) available.

LOGO PLACEMENT

- Event Poster
Sponsor logo on Redmond Lights posters displayed in retail outlets, eateries, city buildings and businesses
- Website
Sponsor will be recognized on the Redmond Lights website: www.RedmondLights.com. Sponsor logo and hyperlink will have prominent placement
- Advertising
Sponsor logo in a minimum of two (2) ads in the Redmond Reporter and other Eastside papers

ONSITE EXPOSURE

- Signage
Sponsor will receive prominent space for one (1) 3'x10' banner at the event
- Booth Space
Sponsor will receive booth space at Redmond Lights for interacting with the public, promoting and displaying products

INVESTMENT

\$2,500

BOOTH & NON-PROFIT SPONSORS

*Six (6) booth and non-profit sponsors available.

LOGO PLACEMENT

- Website
Sponsor will be recognized on the Redmond Lights website: www.RedmondLights.com. Sponsor logo and hyperlink will have prominent placement on the event page

ONSITE EXPOSURE

- Booth Space
Sponsor will receive booth space at Redmond Lights for interacting with the public, promoting and displaying products. Sponsor must provide a holiday, kids activity.

INVESTMENT

\$500 - Booth Sponsor

\$250 - Non-Profit Sponsor



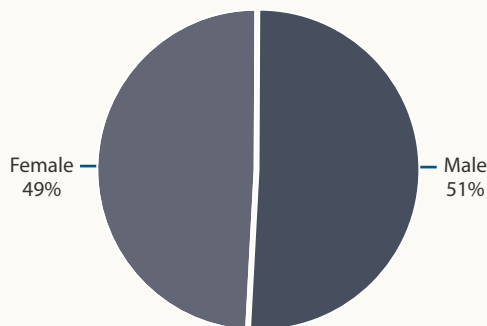
Happy Holidays



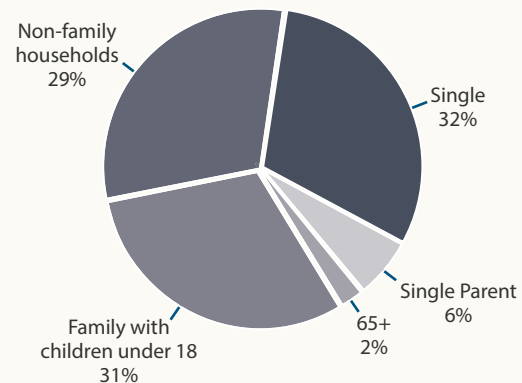
The City of Redmond Parks & Recreation Special Events department produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies who seek a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event, program or initiative will not only improve the city's quality of life, but can also meet your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it's contributing time, resources, or financial support, the opportunities with City of Redmond special events are limitless.

DEMOGRAPHICS

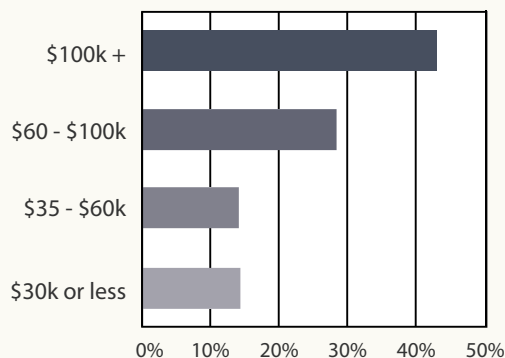
Gender



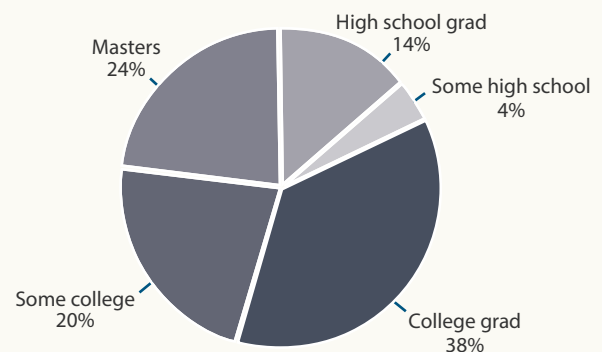
Households



Household Income



Education



*Source: 2010 Census